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METHOD, SOFTWARE AND SYSTEM FOR DEVELOPING INTERACTIVE  
CALL CENTER AGENT PERSONAS

ABSTRACT OF THE DISCLOSURE

5           A method, software and system of developing  
personalities for interactive and/or automated call  
center applications are provided. According to teachings  
of the present invention, sample population  
questionnaires and interviews may be used to identify key  
10       personality traits. The impact of the identified key  
personality traits are then empirically determined.  
Based on the empirical determination of the key  
personality traits' impact on customer satisfaction, a  
plurality of personality profiles may be generated for  
15       evaluation. A plurality of application types and voice  
talents may then be employed to evaluate the impact of  
each personality profile on customer satisfaction, for  
different user populations and different types of  
automated systems. The personality traits for each  
20       automated system are preferably rated and reviewed to  
ensure a system accurately represents the identified key  
personality traits. The various voice talents may also  
be evaluated to identify those traits best at conveying a  
desired personality.